

Appln No. 09/555,551  
Amdt date October 30, 2003  
Reply to Office action of July 30, 2003

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

C  
B'  
1. (Currently Amended) A television system comprising:  
a receiver for recovering a television signal being currently broadcast;  
a display monitor for displaying the recovered television signal;  
means for displaying on a substantially full portion of the monitor a television picture from the recovered television signal; and  
means for displaying a pop up window overlaid on the displayed television picture, the pop up window including an advertising message related to the displayed television picture, and ~~means for displaying an informational message related to the displayed television picture, wherein the television picture is simultaneously displayed with both the informational message and the advertising message.~~

2. (Currently Amended) The television system of claim 1, in which the ~~informational and advertising messages are displayed in pop up areas that cover at least a portion of the television picture~~ pop up window further includes information related to other television programs of interest to a user.

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3. (Original) The television system of claim 2, in which the informational messages relate to the content of the television picture from the recovered television signal.

C 4. (Original) The television system of claim 2, in which the informational messages relate to later programming on the channel of the recovered television signal.

B' 5. (Previously Presented) The television system of claim 2, in which the informational messages relate to current programming on the channel of the recovered television signal.

6. (Currently Amended) The television system of claim 1, additionally comprising means for displaying a composite of an EPG and an advertising message overlaid on the displayed television picture.

7. (Currently Amended) The television system of claim 6, additionally comprising means for displaying an EPG ~~alone~~ overlaid on the displayed television picture.

8. (Original) The television system of claim 6, additionally comprising means for storing EPG data including at least one stored background color value.

9. (Original) The television system of claim 8, additionally comprising means for using the stored background color value to display the EPG alone.

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10. (Original) The television system of claim 8, additionally comprising means for substituting a transparent value for the stored background color value to display the composite.

B' 11. (New) The television system of claim 2, additionally comprising means for displaying information related to other television programs of interest to a user simultaneously with both the informational message and the advertising message.

12. (New) The television system of claim 1, in which the advertising message is about a product or service.

C 13. (New) A method for displaying an advertisement over a television picture, the method comprising:

recovering a television signal being currently broadcast;

displaying on a substantially full portion of the monitor a television picture from the recovered television signal;

displaying a pop up window overlaid on the displayed television picture, the pop up window including an advertising message related to the displayed television picture and an informational message related to the displayed television picture, wherein the television picture is simultaneously displayed with both the informational message and the advertising message.

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14. (New) The method of claim 13, in which the pop up window further includes information related to other television programs of interest to a user.

B' C' 15. (New) The method of claim 14, in which the informational messages relate to the content of the television picture from the recovered television signal.

16. (New) The method of claim 14, in which the informational messages relate to later programming on the channel of the recovered television signal.

17. (New) The method of claim 14, in which the informational messages relate to current programming on the channel of the recovered television signal.

18. (New) The method of claim 13, additionally comprising displaying a composite of an EPG and an advertising message overlaid on the displayed television picture.

19. (New) The method of claim 18, additionally comprising displaying an EPG overlaid on the displayed television picture.

20. (New) The method of claim 13, additionally comprising displaying information related to other television programs of interest to a user simultaneously with both the informational message and the advertising message.

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C 21. (New) The method of claim 13, in which the advertising message is about a product or service.

C 22. (New) A method for displaying an advertisement over a television picture, the method comprising:  
B displaying on a substantially full portion of the monitor a broadcast television picture; and  
displaying a pop up area overlaid on the displayed television picture, wherein the displayed pop up area includes an advertising message about a product or service related to the subject of the displayed television picture.

23. (New) The method of claim 21, additionally comprising displaying in the pop up area information related to other television programs of interest to a user simultaneously with both the informational message and the advertising message.